

Message Text

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TAGS: BEXP, VE
SUBJ: MANUFACTURE OF TV RECEIVERS REGULATED

REF: CARACAS A-20

1. RESOLUTION NO.2.907, DATED JUNE 12,1978, OF THE MINISTRY OF DEVELOPMENT ESTABLISHED STANDARDS FOR THE IMPLEMENTATION OF POLICIES REGARDING DOMESTIC MANUFACTURE OF MONOCHROMATIC TELEVISION RECEIVERS. THE FOLLOWING ARE THE MOST IMPORTANT POINTS OF THE RESOLUTION:

2. BEGINNING MARCH 1,1979 ONLY SIX BASIC CHASSIS DESIGNS MAY BE PRODUCED: FOUR FOR 12" RECEIVERS, AND ONE EACH FOR 20" AND 23" RECEIVERS. THE CHASSIS MAY BE INTERCHANGEABLE. CONSEQUENTLY ONLY THE PRODUCTION OF 12" 20" AND 23" RECEIVERS WILL BE PERMITTED AFTER THAT DATE. EXCEPTIONS CAN BE MADE IN THE CASE OF CHASSIS DEVELOPED BY NATURAL AND JURIDICAL NATIONAL PERSONS.

3. THE PRODUCTION OF EACH CHASSIS MAY NOT BE LONGER THAN FIVE YEARS; AFTER THAT THE CHASSIS MUST BE REVISED ACCORDING TO TECHNOLOGICAL DEVELOPMENTS, INCORPORATION OF DOMESTICALLY PRODUCED COMPONENTS AND QUALITY LEVELS. EACH MANUFACTURER OF COMPONENTS AND OF CHASSIS MAY HAVE AVAILABLE FOR A MINIMUM PERIOD OF FIVE YEARS AFTER THE END OF A PRODUCTION PERIOD, THE PARTS AND COMPONENTS FOR THE SERVICE MARKET.

4. A PROGRAM OF OBLIGATORY INCORPORATION OF DOMESTICALLY MANU-
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FACTURED PARTS AND COMPONENTS WILL BE ESTABLISHED.

5. QUALIFY CONTROL WILL BE EXERCISED ACCORDING TO COVENIN STANDARDS BY INDEPENDENT LABORATORIES. RESULTS OF TESTS WILL BE MADE PUBLIC.

6. OPERATING MANUFALS IN SPANISH MUST BE MADE AVAILABLE TO THE BUYER AND MUST CONTAIN THE CIRCUIT DIAGRAM, SPECIFICATIONS, COMPONENTS LIST,

SAFETY INSTRUCTIONS AND THE WARRANTY. THE WARRANTY WILL BE FOR ONE YEAR FROM THE DATE OF PURCHASE.

7. EMBASSY COMMENT: OBLIGATORY INCORPORATION OF DOMESTICALLY PRODUCED PARTS AND COMPONENTS FOR ALL PRACTICAL PURPOSES HAS BEEN IN FORCE FOR MANY YEARS DUE TO HIGH PROTECTIVE IMPORT DUTIES ON SUCH ITEMS. THE TV ASSEMBLY INDUSTRY APPEARS TO BE IN AGREEMENT WITH THE MEASURES AND QUIETLY HAS BEEN REQUESTING A GREATER STANDARDIZATION OF TELEVISION RECEIVERS IN ORDER TO HAVE LARGER PRODUCTION RUNS. THE FACT THAT BRAND NAMES AND INDIVIDUAL DESIGNS THUS WILL BECOME MEANINGLESS AND CUSTOMERS WILL BE FORCED TO BUY PRACTICALLY IDENTICAL SETS NO MATTER THE BRAND NAME, SEEMS TO BE OF LITTLE INTEREST TO GOV OR ASSEMBLERS ALIKE. ASSEMBLERS FEEL THAT CABINET DESIGN DIFFERENCES WILL BE SUFFICIENT ATTRACTION AND THAT THE CUSTOMER REALLY IS NOT ABLE TO DIFFERENTIATE FROM ONE BRAND DESIGN TO ANOTHER GREATER STANDARDIZATION HAS BEEN ALSO ONE OF THE DEMANDS BY THE INDUSTRY BEFORE ACCEEDING TO GOV PERMISSION FOR COLOR TV TRANSMISSION IN THE COUNTRY. THE INDUSTRY HAS BEEN ONE OF THE FACTIONS AGAINST COLOR TV IN VENEZUELA, FEARING LOSS OF SALE OF BLACK AND WHITE SETS ONCE COLOR TV IS AUTHORIZED AND DEMANDING GREATER STANDARDIZATION OF BLACK AND WHITE PRODUCTION BEFORE COMMENCING ASSEMBLY OF COLOR TV RECEIVERS.

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